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what's next

KRISTIN MCMILLAN PRESIDENT & CEO

A

t the Chamber, we are abuzz with activity, setting the stage for the next few months and the future as well. It is our mission to build programs to help our member businesses grow and our

communities prosper, both economically and in quality of life. Part of that effort is advancing opportunities to foster connections among businesses and cooperation with and among other organizations.

Last month, we combined forces with the North Las Vegas Chamber of Commerce, creating a unified, Las Vegas Chamber benefits and events. We are also committed to preserving signature programs that the North Las Vegas Chamber has built, including military affairs, economic development and small business events and programming. Beginning next month, the *Business Voice* will also feature a "Look North" section, which will highlight events, programs and news from North Las Vegas, providing expanded ways to engage more of your peers in the business community. The North Las Vegas office will continue to be open at the same location – 3365 W. Craig Road in North Las Vegas.

members of both organizations share an identity of economic goals and the desire for a better future in southern nevada

dynamic and more diverse organization of the whole. North Las Vegas is a key component in the economic future of Southern Nevada. The coming together of our two organizations will assure support for the North Las Vegas business community and a connection with local government there, and it will also strengthen the voice of the business community throughout the Las Vegas metro area. Members of both organizations share an identity of economic goals and the desire for a better future in Southern Nevada. Partnering and working together as one combined organization will achieve these common goals more efficiently and effectively.

We are excited to welcome North Las Vegas Chamber members as automatic members of the Las Vegas Chamber of Commerce, with immediate access to Preview Las Vegas is also just around the corner on Thursday, January 24. With a new theme and a new look, this year's agenda will ask, "What's next?" We are preparing an exciting and timely program that will equip you with information, data and insights to aid in business planning for 2013 – and beyond. And, of course, you will still enjoy the traditional ability to exhibit your business at the most prominent local trade show of the year. The announcement of Preview's dynamic line-up of speakers will be made soon, so stay tuned. We look forward to seeing you.

With the new strength of a combined organization and new opportunities for you as members to engage, we are looking forward to an energetic, active and impactful fourth quarter, 2013 and beyond.

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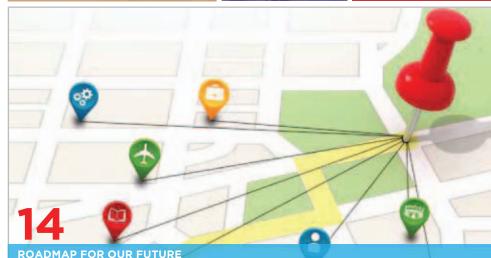














business voice

VOLUME 33 NUMBER 11

Las Vegas Chamber of Commerce

6671 Las Vegas Blvd. South, Ste. 300 Las Vegas, NV 89119-3290 702.641.5822 • LVChamber.com

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Las Vegas Chamber of Commerce

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EDITORIAL POLICY:

The Business Voice is a member newsletter of the Las Vegas Chamber of Commerce. The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of The Business Voice can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

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chamber news

celebrate the city built on customer service

This year's Customer Service Excellence Luncheon will pay tribute to workers from all over the Las Vegas Valley and the extraordinary customer care they provide on a daily basis. Over time, these hard-working and dedicated employees and employers have been instrumental to building Las Vegas' reputation as a city of outstanding customer service. Don't miss this year's luncheon, where the Chamber, in partnership with the Las Vegas Convention and Visitors Authority, will celebrate those employees nominated multiple times throughout the program year, announce the **Customer Service** Excellence Person of the Year and enjoy live entertainment from Jeff Civillico, For more information or to register, visit LVChamber.com or call 702.641.5822.



engage chamber leadership at the installation luncheon

Don't miss this year's Installation Luncheon on Wednesday, December 12, at the Four Seasons Las Vegas. Incoming chairman Jay Barrett of The JABarrett Company will share his vision for the Las Vegas Chamber and the business community in 2013. This annual affair gives members the opportunity to meet and engage with key members of Chamber leadership. For more information or to register, visit LVChamber.com or call 702.641.5822.

preview las vegas 2013: find out what's next

This year, Preview Las Vegas wants you to know what's next for Southern Nevada. Mark your calendars for January 24, 2013, and make plans to attend the place you need to be to get the business information you need to know. Preview is the Chamber's premier annual trade show and economic forecasting conference event, and will arm you with the knowledge, stats and relationship-building opportunities you need for a successful 2013. Exhibit booths and tickets are now available by visiting PreviewLasVegas.com or calling 702.586.3827.



chamber partners with las vegas review-journal for advertising

The Chamber will be partnering with the Las Vegas Review-Journal and Las Vegas Business Press to handle its advertising for the Business Voice and all online publicity materials. This new partnership is effective now, and members may receive phone calls regarding advertising from the Review-Journal. For more information on advertising in the Business Voice or on the Chamber's website. contact Susan Slane at 702.383.0337 or sslane@lvbusinesspress.com.





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news you need

sba sizeup tool gives you free market analysis

The Small Business Administration (SBA) has created SizeUp, a data analysis tool designed for small businesses to make smarter decisions and conduct better business planning. SizeUp provides three different ways to deliver different sets of data: benchmarking your business by comparing performance to other competitors in the same industry; mapping to see where your competitors, suppliers and customers are based; and finding the best places to advertise by choosing from SBA's menu of preset reports to discover where the best value for your promotional dollars are. You can also create customized demographic reports. To access this free toolkit, visit sba.gov/sizeup.





election day is november 6

If you haven't voted early for the general election, make sure you visit your polling location on **Tuesday, November 6**, to cast your ballot. Your polling location can be found on your voter registration card or by visiting clarkcountynv.gov. Make sure your voice is heard on Election Day and take the time to vote. For more information on voting schedules and other important voter information, visit nvsos. gov or clarkcountynv.gov. Polls are open from 7 a.m. - 7 p.m. See page 11 for a complete list of Chamber endorsements.

score of southern nevada moving

The Southern Nevada Chapter of SCORE, which offers complimentary business counseling services to Chamber members in areas including market planning, operational performance, advertising, exporting and importing, strategic planning and budgeting, will be moving its primary office to 300 S. 4th Street, Suite 400, as of November 5. These new headquarters are conveniently located inside the Bank of America building in downtown Las Vegas. For more information on business counseling available to members, visit LVChamber.com/business-counseling-services or scorely.org.

small business saturday offers free advertising, publicity

Small Business Saturday is expanding its offerings to help small businesses take advantage of the "biggest day of the year for small businesses." Plan ahead for this year's Small Business Saturday on November 24, and access free marketing materials to encourage your patrons to shop small, sign up for free online ads, and seek inspiration from small business success stories from last year. For more information, visit shopsmall.com.

for your benefit

C

hamber members are given affordable opportunities to showcase their business' products and services to other members and the greater business

community. As a member, you exclusively have access to these high-profile, high-energy events that attract people who want to do business with you. Coming up on November 13, is the Business After Hours Membership Marketing Expo at the Chamber, which gives members the exclusive opportunity to purchase a tabletop display for just \$100. You also won't want to miss Preview Las Vegas 2013, the Chamber's largest event of the year, which attracts nearly 2,000 decision-makers and executives in a high-impact trade show and conference event. For more information on these opportunities to put your business in the spotlight, visit LVChamber.com and PreviewLasVegas.com, or call 702.641.5822.

exclusive opportunities to showcase your business





north las vegas and las vegas chambers combine operations







he boards of the North Las Vegas and Las Vegas chambers of commerce announced, after careful evaluation and due diligence, the organizations have combined operations, effective October 15, 2012. This exciting move creates additional opportunities for members of both chambers, including strengthening the business community's government affairs voice and providing more occasions for members of both chambers to connect, collaborate and do business with one another. A transition team is in place to address consolidation, branding and events going forward.

this exciting move creates additional opportunities for members of both chambers

North Las Vegas Chamber members are now full members of the Las Vegas Chamber and have access to all Chamber benefits, including the Chamber Health Plan, provided by Chamber Insurance & Benefits, LLC. These plans give employers with 2-50 employees the option to provide affordable, comprehensive health coverage for their employees. In addition, the Nevada Drug Card will also be available to all North Las Vegas Chamber members and their families, employees and employees' families, in an effort to save money on prescription costs. Other Las Vegas Chamber of Commerce benefits now available to North Las Vegas Chamber members include the Office Depot deep discount program, the Customer Service Excellence program, exhibitor opportunities at Preview Las Vegas and Business Expo and the ability to serve on public policy committees.

The North Las Vegas office will stay open at 3365 W. Craig Rd. and will maintain an advisory board to ensure that core events and programming continue to serve the members. Important programs that have helped define the North Las Vegas Chamber

will also continue, including the volunteer Ambassadors program, the Military Affairs Council and other core events and programming focused on small business.

Over the next few weeks, you will see a few changes, including a new section of the Business Voice dedicated to events, news and other related affairs in North Las Vegas. This new section will debut in next month's issue. "Look North," the North Las Vegas Chamber's biweekly email, will also continue to deploy regularly.

The Chamber looks forward to expanding benefits, programming and opportunities for all members to engage, connect and be represented. If you have any questions, please contact the Las Vegas Chamber of Commerce at 702.641.5822 or visit LVChamber.com.

chamber endorses candidates for general election

Т

he Las Vegas Chamber of Commerce has announced candidate endorsements for the general election on Tuesday, November 6, 2012.

The Chamber engaged in a comprehensive review process over the course of several weeks, including candidate meetings with the Chamber's Government Affairs Committee and staff. Candidates were questioned on topics relating to the Chamber's key policy priorities, including: K-12 reform; higher education funding and governance reform; collective bargaining reform; tax issues and policies; changes to the Public Employee Retirement System (PERS) for future employees; consolidation of local government business licensing; improving the effectiveness of business impact statements; and the impact of health care reform on business from a state perspective. The Chamber is extremely concerned about candidates' understanding of these types of issues and how they might impact businesses.

The endorsements relate to candidates for the Nevada State Senate and Assembly, as well as the Clark County Commission and the Clark County Board of School Trustees. Endorsements for the Nevada State Board of Education and the Nevada Board of Regents have also been announced. The Chamber does not endorse or financially support federal candidates, such as the U.S. Senate or the U.S. House of Representatives. For those races, the Chamber will be providing information on each of the candidates, including their stances on key topics relating to business, online and in the *Business Voice*.

For questions or inquiries regarding candidate endorsements, please contact the Chamber's Government Affairs department at 702.641.5822.

ELECTION DAY: November 6

To find your polling place, visit clarkcountynv.gov.

CLARK COUNTY BALLOT QUESTION 2 - VOTE YES

Marilyn Kirkpatrick (D)

NEVADA STATE SENATE

Senate District 5
Steve Kirk (R)
Senate District 6
Mark Hutchison (R)
- Dual endorsement*
Senate District 6
Benny Yerushalmi (D)
- Dual endorsement*
Senate District 7
David Parks (D)
Senate District 9
Mari Nakashima St. Martin (R)

Senate District 11 Aaron Ford (D)
Senate District 13 Debbie Smith (D)
Senate District 18 Scott Hammond (R)
Senate District 19 Pete Goicoechea (R)

NEVADA STATE ASSEMBLY

Assembly District 1

Assembly District 2 John Hambrick (R) Assembly District 4 Michele Fiore (R) Assembly District 5 Marilyn Dondero Loop (D) Assembly District 8 Jason Frierson (D) Assembly District 9 Kelly Hurst (R) Assembly District 11 Olivia Diaz (D) Assembly District 13 Paul Anderson (R) Assembly District 15 Elliot Anderson (D) Assembly District 16 Heidi Swank (D) Steven Brooks (D) Assembly District 17 Assembly District 19 Cresent Hardy (R) Assembly District 20 Ellen Spiegel (D) Assembly District 21 Becky Harris (R) Assembly District 22 Lynn Stewart (R) Assembly District 23 Melissa Woodbury (R) Assembly District 24 David Bobzien (D) Assembly District 25 Pat Hickey (R)

Assembly District 26 Randy Kirner (R) Assembly District 27 Teresa Benitez-Thompson (D) Assembly District 29 April Mastroluca (D) Assembly District 31 David Espinosa (R) Assembly District 32 Ira Hansen (R) Assembly District 33 John Ellison (R) Assembly District 35 Tom Blanchard (R) Assembly District 36 James Oscarson (R) Assembly District 37 Marcus Conklin (D) Assembly District 38 Tom Grady (R) Assembly District 39 Jim Wheeler (R) Assembly District 40 Pete Livermore (R)

NEVADA BOARD OF REGENTS

Assembly District 42

Board of Regents District 1 Cedric Crear (NP)
Board of Regents District 4 Stavan Corbett (NP)

Irene Bustamante Adams (D)

STATE BOARD OF EDUCATION

State Board of Education District 1 Alexis Gonzales-Black (NP)
State Board of Education District 2 Donna Clontz (NP)
State Board of Education District 3 Allison Serafin (NP)
State Board of Education District 4 Mark Newburn (NP)

CLARK COUNTY COMMISSION

County Commission District A Steve Sisolak (D)
County Commission District B Ruth Johnson (R)
County Commission District C Larry Brown (D)

CLARK COUNTY BOARD OF SCHOOL TRUSTEES

CCSD District A Deanna Wright (NP)
CCSD District B Chris Garvey (NP)
CCSD District C Linda Young (NP)
CCSD District E Patrice Tew (NP)

*The Chamber believes both individuals are exceptional candidates and businesspeople who fully understand business issues.

working for you

GOVERNMENT AFFAIRS AND PUBLIC POLICY

general election

Early voting ends on November 2, and the general election is Tuesday, November 6. from 7:00 a.m. -7:00 p.m. If you are registered and eligible to vote in the general election, you can log into the Registered Voter Services section of clarkcountynv. gov/vote to obtain your sample ballot and polling place information, including the address and directions.



You can also scan this QR code to access Clark County's election information page.







STEVEN for HORSFORD (D) Ne If elected to the U.S. House of Representatives, how will you support job

growth, new business development and economic diversification opportunities in Southern Nevada?

In the short term, we need to invest in industries that can create jobs in Nevada right now. Nearly half the members of the unemployed are construction workers, and our state has crumbling schools, bridges and roads.

In the long term, in order to diversify our economy, we need to invest in education. Companies will not relocate to our state if our workforce does not meet their requirements. If we want to lead the nation in renewable energy development, health care research and development or other high-tech fields, we need to invest in our schools. In Congress, I will work to increase funding for programs like Head Start and Early Head Start that prepare our children

for a successful future. I will make sure Nevada is receiving its fair share of Title I funds and that Pell Grants are available to students who want to pursue higher education.

What issues do you believe are impacting small business' ability to expand and grow from the federal perspective?

Small businesses should not be overburdened by taxes while large companies are able to manipulate loopholes and avoid paying their fair share. Tax abatements should be targeted to companies that need them most. As the engines of job creation in our country, we have to guarantee small businesses are not overwhelmed by burdensome regulations or bureaucratic red tape.

We should also lower barriers to access for small businesses. Whether it means simplifying loan processes or improving responsiveness from agencies such as the Small Business Administration, we need to remove unnecessary hurdles for entrepreneurs and job creators in Nevada.



DANNY TARKANIAN (R)

If elected to the U.S. House of Representatives, how will you support job growth, new business development and economic diversification opportunities in Southern Nevada?

We need to revise our tax code to be lower and simpler so that we can free up revenue for small businesses to grow. We need to do a serious analysis of current regulations and eliminate those that are crippling our business growth. Establishing a stable long term tax and regulation structure will allow small businesses to feel safe in growing and expanding, creating more jobs in the process.

What issues do you believe are impacting small business' ability to expand and grow from the federal perspective?

One of the reoccurring themes I hear from small business owners in my travel around Nevada's 4th Congressional District is that they are increasingly concerned about the uncertainty they face. With increased taxes, healthcare costs and new regulations, small businesses are in a holding pattern and disinclined to make new hires. As a small business owner I fully grasp and share these concerns.

Read more responses from these candidates at LVChamber.com.

chamber supports ballot question 2

The Las Vegas Chamber of Commerce announced its support of Clark County Ballot Question 2 that will raise money to repair and modernize older schools in the Clark County School District. If passed, the pay-as-you-go program will fund capital improvement projects to provide essential school renovations in aging building systems, including heating, ventilation, air conditioning systems, electrical systems, networking, fire alarms and security systems at 40 or more existing schools.

"Providing a school environment that is conducive to learning is essential to improving results in the classroom. Our children deserve safe and healthy schools that can accommodate modern technology. This pay-as-you-go approach is a practical way to fund these needed repairs without increasing long term debt on taxpayers and live up to our community's commitment to our children," says Hugh Anderson, chairman of the Chamber's Government Affairs Committee, which makes public policy and endorsement decisions on behalf of the Chamber's nearly 6,000 business members.

If you have any questions on the Chamber's endorsement of Ballot Question 2, please contact the Government Affairs Department at 702.641.5822.

upcoming policy committee meetings

The Chamber established policy committees exclusively for Chamber members and their employees to engage in topics and issues impacting Southern Nevada. Check out these upcoming opportunities to help move development and diversification ideas forward and lead the way for change in Las Vegas:

- Insurance & Tort Reform Thursday, November 8
- Infrastructure
 Thursday,
 December 6

For more information, visit LVChamber.com or call 702.641.5822.

12 BUSINESS VOICE NOVEMBER 2012 LAS VEGAS CHAMBER OF COMMERCE



HOW TO CONNECT LAS VEGAS TO THE GLOBAL ECONOMY



hat makes a globally connected city, and how do we get there as a community? As Las Vegas slowly emerges from the Great Recession, we look to cities like Denver, Phoenix and Orlando, which have carved out their own niches in the global economy. While each of these cities are different in regards to the way they fit and contribute to it, each of them played to their respective regional

strengths and stepped up to invest in long-term safeguards to protect them against the damage of an economic downturn.

The answer to how to make Las Vegas a global city is complex, and many of the experts weighing in to determine what it takes to move Las Vegas forward agree that there isn't a simple solution or one single industry or project that will catapult Southern Nevada into its own place within the global economy. Tom Skancke, an infrastructure expert, asserts, "It's really the foundation that's critical. It's got to fit into an overall regional strategy and the direction of the community as a whole."

One of the major investments, many agree, must be to the infrastructure within the area, including improving roadways for increased access to major shipping ports, thus creating more opportunities for Las Vegas to gain valuable market share in the importing/exporting industry. An additional interstate highway, Interstate 11 (I-11), would also assist in not only moving goods, but people. "It's the connection points and how many connections you have to a city within a region that provide the opportunities for growth and sustainability," explains Skancke. "I-11 will create a new lifeline for how we can connect to Mexico and Canada, and the trade that happens there. That piece is critical to the future of our community."

A best practice example of infrastructure development is the city of Denver, which became a paradigm in urban planning and development after the implementation of its light rail system. Denver's light rail system of public transportation operates five lines that stop at more than 35 stations, including the

Theatre District, Sports Authority Field at Mile High, University of Colorado Denver, and other popular destinations. According to Denver's Regional Transportation District, the light rail system accommodated approximately 20.7 million boardings in 2011. This type of widely-used public infrastructure created a prototype from Denver's urban planning, and with Las Vegas' sprawl into the resort corridor, downtown and other high traffic locations, light rail has the potential to be a practical and user-friendly public transportation option for both residents and visitors.

High-speed rail, an often-discussed topic in Las Vegas infrastructure talks, is also viewed as a way of transforming the way people arrive in Las Vegas from other globally connected cities such as Los Angeles, Salt Lake City and Denver. "High-speed rail is a perfect example of global connectivity," explains Skancke. "If you provide another mode of transportation between these major cities, it creates a new

dynamic of how the world looks at Las Vegas." Events have historically been a strong suit for Las Vegas. National Finals Rodeo (NFR) annually brings in more than 45,000 visitors and generates approximately \$50 million in non-gaming economic impact, and other signature events for Las Vegas bring in thousands of targeted groups that have an enormous economic impact for the area. Local experts such as Skancke and Dr. Robert Lang of Brookings Mountain West agree that to stay competitive with the global events market, retain landmark events such as NFR and gain market share, the investment in events infrastructure must be made in the form of a stadium. With the user-friendly networks of Las Vegas roadways and the proximity of the resort corridor, having a 50,000-seat stadium could increase Southern Nevada's capacity for sporting and entertainment events, simultaneously boosting its edge on other tourist-centric cities and positioning Southern Nevada to obtain more large-scale

all of these pieces - interstate highways, light and high-speed rail, a stadium, public-private partnerships, healthcare and k-12 and higher education - fit into the reimagining and restructuring of las vegas into a global city

events with a major economic impact for the area. "Major metropolitan areas around the world have major stadium facilities to attract that type of event," explains Skancke. "Look at Denver. Look at Phoenix. Look at the new stadium in the Dallas area and what that has done for the economy there. Cities that have these large facilities attract a new type of tourist, like sports team fans. Sports team fans are very loyal."

Shifting away from infrastructure, experts like Lang extol the importance of public-private partnerships, which have been a source of new industry capture, workforce development and economic diversification, and have been instrumental in projecting Orlando, Phoenix and Denver into their respective places within the global economy. While Orlando recognized its potential for creating a major industry out of events and conventions, its partnerships between the university system, Disney, NASA and other organizations helped strengthen its competitiveness in workforce development to keep them at an advantage. Orlando also recognized that it had a high concentration of retirees and needed to invest in current healthcare to keep their market share of that demographic, and did so. "They secured the resources to establish and deepen the venues that they needed to grow concurrently with the hotel capacity," explains Lang of Orlando's successes in navigating the global economy based on their existing strengths.

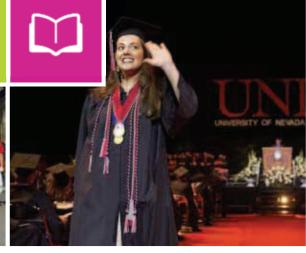
Phoenix has been a major example of successful public-private partnerships; by working in sync with new and existing industries to create the human capital that major businesses need, they have edged ahead in healthcare, with a Carnegie-level research facility and a new partnership with the Mayo Clinic; technology, with Intel and other tech giants setting up roots in the Phoenix area and devising training programs in the form of community college internships and programming; and infrastructure, with light rail stations creating pockets of urban development and sprawl throughout the city, a stadium in Glendale giving a boost to suburbs and outlying regions in the area and a downtown college campus that helped reinvigorate the city's core.

Education and healthcare remain two sectors where Las Vegas strongly needs a boost. Having a Carnegie-level research facility attached to University of Nevada, Las Vegas, would equal a stronger grade









of human capital, thus diversifying and enhancing our workforce base and encouraging new companies and industries to set up roots in Southern Nevada. In turn, higher education graduates would be more likely to stay in the area, and Las Vegas would become less reliant on importing talent to fulfill its needs, something identified by Lang as a current area of improvement.

Healthcare is a sector which continues to be underrepresented in Las Vegas. By having a medical school affiliated with Southern Nevada, Lang asserts, consumer confidence in the region

would increase and it could begin to fulfill the deficit of physicians and medicine required by the area. He cites Phoenix as an example of the transformative nature of a medical school. The main branch of its medical school moved from Tucson to Phoenix, and with the state's support and funding were able to create economic opportunities out of having such an institution; Lang attributes one of Phoenix's fastest growing sectors, biotech, to the medical school at University of Arizona and Arizona State University. Explains Lang, "Phoenix will start exporting medicine. What are the key markets they have the opportunity

to export medicine? Las Vegas, because we don't do medicine. And we need to."

All of these pieces - interstate highways, light and high-speed rail, a stadium, public-private partnerships, healthcare and K-12 and higher education - fit into the reimagining and restructuring of Las Vegas into a global city. By making these investments now and mapping how each of these pieces fits into a diversified, sustainable Las Vegas, we have a better chance as a community of emerging connected, strong and ready for the next challenge.

engage in the conversation...



"BUILDING A GLOBAL CITY"

A Keynote Luncheon featuring

RICHARD M. DALEY Former Mayor of Chicago & Chair of the Global Cities Initiative

THURSDAY, NOVEMBER 15

Noon – 1:30 p.m. – Program

UNIVERSITY OF NEVADA. LAS VEGAS

Stan Fulton Building

For more information or to com or call 702.641.5822. required, as seating is limited.

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minority and, or womenowned business mixer





This launch event on October 11 brought together minority and women business owners and operators at the Simon Restaurant and Lounge at Palms Place for an evening of connection, collaboration and new alliances.











Chamber members had the opportunity to mingle with the pro-business candidates for this year's general election. President's Club and Executive Level members were given an exclusive opportunity to interface with the candidates prior to the general reception.

rolling out the red carpet for special event visitors

n December, two of Las Vegas' long-time marquee events are returning and will have a significant impact on our economy. The National

Finals Rodeo (NFR) will take place from December 6 - 15. Last year, the NFR brought nearly 45,000 visitors to Las Vegas for 10 days of rodeo competition.

The MAACO Bowl Las Vegas will be held on December 22. Last year, more than 37,000 people attended the game, which has come to be known as one of the most competitive and exciting games during bowl season. The combined estimated non-gaming economic impact of these two events was \$78 million.

The Las Vegas Host Committee, chaired by former Mayor Oscar Goodman, relies on community ambassadors to get the word out to business colleagues, friends and neighbors about the importance of tourism and events such as the NFR and MAACO Bowl Las Vegas. Through the Host Committee's network of ambassadors the Las Vegas community can show its appreciation to special events when they come to town.

There are multiple ways to get involved, from digital signage and social media to organizational newsletters and company intranets. The Host Committee also offers free promotional items for your business to help welcome these visitors. Help us show these guests just how much Las Vegas appreciates their business. For more ideas of how to share the importance of tourism or to become a Host Committee Ambassador, please email the Las Vegas Host Committee at LVHostCommittee@lvcva.com.







what's happening

PLACES TO BE, PEOPLE TO MEET, THINGS TO KNOW, IN NOVEMBER,



Celebrate Las Vegas as "the city built on customer service" at this year's annual luncheon honoring those who deliver above and beyond customer care.

NOVEMBER

Visit LVChamber.com and click on the Events Calendar. Call 702.641.5822.

The Las Vegas Chamber of Commerce is located in the Town Square shopping center:

6671 Las Vegas Blvd. South, Suite 300

FRIDAY 02

GOVERNOR'S CONFERENCE ON SMALL BUSINESS

Spearheaded by the Nevada Department of Business and Industry in conjunction with local chambers of commerce, this comprehensive small business resource event is for those seeking to start a small business, grow an existing business or learn about the Governor's efforts to promote small business development in Nevada.

7:30 - 8:00 a.m. Registration & Light Breakfast 8:15 - 12:00 p.m. Panels, Q&A & Business Outreach Event

12:15 - 1:30 p.m. Keynote Address and Luncheon with Governor Sandoval

The Orleans Hotel & Casino 4500 W. Tropicana Ave., Las Vegas

\$35 per person/\$45 walk-ins (conference and luncheon)

Sponsored by:

Nevada Governor's Office for Economic Development, Asian Chamber of Commerce, Boulder City Chamber of Commerce, Henderson Chamber of Commerce, Las Vegas Chamber of Commerce, Latin Chamber of Commerce. North Las Vegas Chamber of Commerce, Urban Chamber of Commerce

07

WEDNESDAY

WEDNESDAY

VYP MORNING BUZZ

Enjoy a FREE light breakfast and meet VYP Ambassadors and the Advisory Council for a small, informal Q&A session. 7:30 - 8:30 a.m.

Las Vegas Chamber of Commerce* Complimentary

Sponsored by: The Living Pages

07

CHAMBER CONNECTIONS

Join this established dedicated leads group made up of professionals from a variety of industries. Limited openings available: call for space availability. 5:30 - 7:00 p.m.

Las Vegas Chamber of Commerce*

\$120 every six months. Chamber members only.

08

INSURANCE AND TORT REFORM

COMMITTEE MEETING

Working with Chamber members who are independent brokers and agents, property and casualty carriers, life insurers and health underwriters, this committee will ensure that Nevada's insurance climate is balanced and fair. 9:00 - 11:00 a m

Las Vegas Chamber of Commerce*

Exclusive to Chamber members and their employees only.

00 - CHAMBER EVENT 00 - VYP EVENT

*Event to be held in the CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce



80

THURSDAY

VYP FUSION MIXER

Vegas Young Professionals is taking over Lily Bar & Lounge, located in the center of the world-class Bellagio Resort & Casino for its November Fusion Mixer. 6:00 - 8:00 p.m.

Lily Bar & Lounge in Bellagio 3600 Las Vegas Blvd S., Las Vegas

Online: \$10 for VYP members, \$15 for non-members

At the door: \$15 for VYP members, \$20 for non-members

09

CUSTOMER SERVICE EXCELLENCE LUNCHEON

Celebrate Las Vegas as "the city built on customer service" at this year's annual luncheon honoring those who deliver above and beyond customer care. Featuring live entertainment from Jeff Civillico and the presentation of the Customer Service Excellence Person of the Year.

11:30 a.m. - 12:00 p.m. Registration 12:00 - 1:15 p.m. Program

The Orleans Hotel & Casino 4500 W. Tropicana Ave., Las Vegas

\$45 Per Person, \$450 Table of Ten

Program Partners: Las Vegas Chamber of Commerce, LVCVA Luncheon Partners: The Orleans Hotel and Casino, PM Digital Group

Media Partner: Channel 13

Platinum Sponsors: CIB, Las Vegas Review-Journal, Wells Fargo Gold Sponsors: Boyd Gaming, KNPR, Office Depot, Jeff Civillico MONDAY

VEGAS YOUNG PROFESSIONALS TOASTMASTERS

For all VYP members to develop speaking, presentation and leadership skills.

6:30 - 8:00 p.m.

Usr lib, 520 E. Fremont St. (Above The Beat Coffeehouse)

FREE for guests. \$60 to join, \$36 every six months. Sponsored by: usr lib

TUESDAY 13

BUSINESS AFTER HOURS:

MEMBER MARKETING EXPO

Don't miss this opportunity where members and attendees connect with the Chamber and learn about business-building programs, member-exclusive benefits and events

5:00 - 7:00 p.m.

Las Vegas Chamber of Commerce*

Complimentary for Chamber members to attend \$100 for tableton displays (exhibit space limited)

Sponsored by: CIB, Office Depot, Verizon

WEDNESDAY

CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter. Open to all members

10:45 a.m. - Noon

Las Vegas Chamber of Commerce*

\$54 every six months. Guests always complimentary.

TUESDAY

CHAMBER CONNECTIONS

See November 7 for details.

MONDAY

20

VYP TOASTMASTERS

See November 12 for details.

TUESDAY

NEW MEMBER BREAKFAST

Each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere. 7:00 - 7:30 a.m. Registration & Networking

7:30 - 9:00 a.m. Program

Las Vegas Chamber of Commerce

By invitation only. Complimentary. Hosted by the Las Vegas Chamber of Commerce Prospectors. Sponsored by: Chamber Insurance & Benefits,

Workforce Connections, truDERMA

WEDNESDAY 28

CHAMBER VOICES TOASTMASTERS

See November 14 for details.

member insights

HOW DO YOU REWARD GREAT CUSTOMER SERVICE IN YOUR BUSINESS?

Hilton corporate acknowledges great customer service through our 'spirit award nominations.'

Alexandra Daro (A) Assistant General Manager, Hilton Garden Inn Las Vegas Strip South

Our company's culture is to respond to clients' requests promptly and provide the best, longest lasting solution while offering excellent customer service. When our team does a good job, our office manager rewards us with baked treats (pumpkin bread, bundt cakes and cookies). Yum!

Carolina Davila

Sales & Marketing Coordinator, Stimulus Technologies

At Chapel of the Flowers, we encourage our staff to submit WOW cards to each other; these encourage camaraderie and continued great customer service. Each month, one card is selected and both the writer and recipient of the card are awarded a prize to acknowledge their stand-out customer service. Dave Foote (B)

Owner, Chapel of the Flowers

We reward great customer service daily with gold CenturyLink coins given out by our GM, as well as with handwritten notes to acknowledge a job well done. Employees that go above and beyond are invited to our headquarters in Monroe, LA, for a special "Outstanding Service Provider" recognition ceremony!

Jason Chan (C)

Market Development Manager, CenturyLink



We think our reward for great customer service in our business is getting those customers to come back or to refer us to their friends and family. We do all of our own proposals for our customers, so it's hard to say how we reward each other for great customer service. Normally, it's a high five and "awesome job!" We know we have accomplished our goal when we get a referral from our customers or they book another event. That's our reward for great customer service!

Alexis Amity & Kyle Sweany (D)

Owners, All About Catering Las Vegas

In our business, the overall customer experience is key to maintaining the quality of customer relationships and loyalty. Therefore, every member of our team has a portion of their compensation tied to the profit of the company and also the results that we generate for our clients.

Michael Ruckmann (E) President & CEO. Senteo



visit www.swgasliving.com/bizvoice or call our Energy Specialists at **1-800-654-2765**.





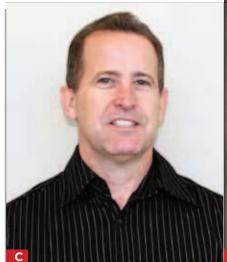
spotlights

(B) Lesley McVay - Executive Vice President of Facility Services, Switch: Lesley McVay is responsible for managing client installations for all of Switch's data center facilities, totaling more than 2 million square feet. She works with clients ranging from Fortune 100 companies and government agencies to mid-sized enterprises and start-ups to produce successful and timely installations. Before joining Switch, McVay was the Director of Operations for a successful Las Vegas-based software company.

(A) John Unwin -Chief Executive Officer, The Cosmopolitan of Las Vegas: John Unwin,

chief executive officer of The
Cosmopolitan of Las Vegas, oversees
the resort and leads the multi-billion
dollar project—a sophisticated,
urban-minded property at the
heart of the Las Vegas Strip. The
Cosmopolitan is the Strip's newest
and most socially dynamic casino
resort destination. Unwin's 30
years of management experience
encompasses work with some of
the industry's leading luxury brands,
such as Caesars Entertainment
Corporation, Fairmont Resort Hotels
and Ian Schrager Hotels.







(D) James Barrett - President, The JABarrett Company:

James A. Barrett Jr. has built his entire executive career on stellar financial leadership and innovative managed planning principals. The JABarrett Company, a Nevada based financial advisory firm, provides independent financial and organizational guidance to private businesses and their owners. Barrett served for more than 25 years as the senior financial executive and board member of Marnell Companies. Barrett serves on the Executive Committee of the Board of Trustees as incoming chairman for the Las Vegas Chamber of Commerce.

(C) Mark Connot - Partner & Litigation Dept. Administrative Partner, Fox Rothschild, LLP: Mark Connot practices complex commercial and real estate litigation. He has a broad-based litigation practice focusing on commercial matters including shareholder/partnership disputes, commercial transactions, real estate issues and banking and lender issues. Throughout his legal career, Connot has been involved with hundreds of arbitrations and mediations addressing a broad spectrum of legal matters. As a practicing lawyer with an MBA, Connot approaches clients' matters from both a legal and business perspective and offers practical and efficient solutions.

president's club

Mark Gore

Chief Executive Officer, Luxury Travel Holdings, Inc. Mark Gore is chief executive officer of Luxury Travel Holdings, Inc., which operates a collection of online travel and casino marketing brands focusing on international travelers as well as domestic nightlife travelers and tastemakers, including Gore Gaming Group. Prior to Luxury Travel, Gore held executive positions with the Hard Rock Hotel and Casino, Rio and Bally's Las Vegas.

Victor Fuchs President,

Helix Electric
Victor Fuchs began his
electrical contracting
career at Helix Electric in
1984, and in 2001 acquired
ownership of the Las Vegas
division. His community
involvement includes Los
Vaqueros (a charitable
organization), Opportunity
Village, Communities in
Schools (doing food drives
and toy drives), Street
Teens and Links for Life.

Tim Crowley

President, Nevada Mining Association

Tim Crowley has been president of the Nevada Mining Association since 2008. Prior to this position, he ran his own lobbying firm, was the director of public affairs for the Nevada Resort Association and served as the director of government and community relations for the Nevada Mining Association. Crowley is a native of Reno.



executive Ievel

Patrick Byrne

Administrative Partner, Snell & Wilmer, LLP Patrick Byrne has been with Snell & Wilmer since 1988. In 2001, he opened the firm's Las Vegas office. Byrne is a member of the standing committee on judicial ethics and election practices for the State of Nevada. He is also the president of the board of trustees of the Las Vegas Boys & Girls Club Foundation.

Amy Meyer

President, Paul E. & Helen S. Meyer Foundation

The Paul E. & Helen S. Meyer
Foundation gives grants and
scholarships to area students.
Amy Meyer, granddaughter
of the founders, became its
president in 1999. Meyer's
passion for disadvantaged and
struggling youth led to the
development of the White Horse
Youth Ranch (WHY Ranch), that
offers riding lessons to build selfesteem and give renewed hope
to local youth.

Kathy Gamboa

Territory Vice President,

University of Phoenix
Kathy Gamboa currently
serves as the territory vice
president for the west territory
of the mountain plains region
for University of Phoenix. She
is also campus director for
University of Phoenix, Las
Vegas, overseeing four valley
locations. Gamboa is a faculty
member for the university's
graduate and undergraduate
business programs.

in the know

A GUIDE TO THE HIPSTER SQUARE DANCE BY B.C. LEDOUX, PRESIDENT/CREATIVE DIRECTOR/ PARTNER, THE GLENN GROUP

S

taying on the "cutting edge" in the marketing and advertising industry has always been a challenge.

Stuff that was cool two years ago is lame. Things that were lame two decades ago are now cool. Cool and lame have always seemed to do-si-do in some sort of eternal hipster square dance.

Add the rapid advancement of technology and information dissemination over the last five years and all of a sudden it becomes extremely overwhelming, because trends change so fast.

- It's important as a company to keep up with trends, so our Strategy and Innovation division acts as our official "cool hunters" and helps educate, guide and inspire our staff—including me.
- We use internal sharing tools, like Yammer, to share good work, ideas and technological innovations. We use each other's information sources to elevate our collective knowledge.
- At 36, I think I'm still fairly young, but in our industry it's easy to feel old and out of touch fast, so I rely on younger members of our staff to keep me up to date on

cool and lame have always seemed to do-si-do in some sort of eternal hipster square dance

So, the first thing any marketing guru must do is accept some level of defeat. You cannot possibly stay ahead of trends or keep up with all of the new information that is out there on a daily and hourly basis. No one is that cool.

However, with the right tools, methods and help, it's possible to stay in the know and be really effective without knowing absolutely everything. These are some of the ways I do it: cool campaigns, memes, trends, technology and innovations. It's fun these days, because every generation in our business has things to teach and learn.

 Be disciplined. I set aside an hour a day to peruse industry articles and pop culture fed to me through eblasts, Twitter, Facebook, LinkedIn, iPad apps, Yammer, etc. I don't try to sift through them all. I just pick a few to look through each day and set the rest free.

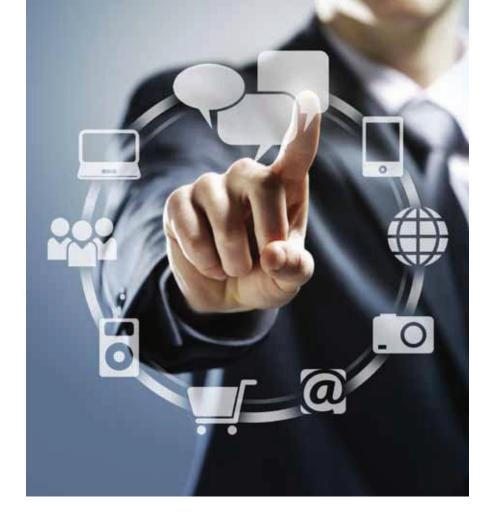


an ad exec's guide to staying on the cutting edge

- Dig in. I use new technology. It's the only way to truly understand it and the way we can leverage it from a marketing standpoint.
- Lastly, I disconnect from it all on a daily basis and just experience life. I call it "checking out before checking in." It keeps me fresh and hungry to learn. And that's what truly keeps you on the "cutting edge" anyway.



B.C. LeDoux
President/Creative Director/Partner
The Glenn Group





membernews

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL

The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

upcoming events

YMCA Strong Kids 2012 Bowling Tournament will be held November 16, from 1 to 4 p.m. at Red Rock Lanes. Proceeds from this event go to the YMCA Strong Kids Campaign. Registration is due by November 12. For more information, contact Larry Bradley at larrybradley@pgmnv.com.

community service

Big Brothers Big Sisters of Southern Nevada received a \$100,000 donation from the Engelstad Family Foundation. The money will support services to grow and sustain the site-based mentoring programs at Ruby Thomas Elementary School and the Engelstad Boys & Girls Club of Las Vegas.



wheeling and dealing

New Vista began work on its first home for intellectually challenged seniors and its medical clinic for intellectually challenged individuals. The work represents phase one of a six-phase plan that will be a role model for other organizations and health care facilities to follow nationally.

Cox Business has launched a mobile version of BLUE, a digital content destination designed to help small business owners and entrepreneurs succeed with actionable tips and inspiration. With BLUE Mobile, users can now access the content rich site via their mobile devices.

Sunrise Hospital unveiled its new full-service Walgreens patient pharmacy within the hospital. MountainView Hospital, part of the Sunrise Health System of Hospitals, also opened a Walgreens pharmacy in late 2011.

Shuffle Master Inc. has selected Panattoni Development as the project developer of the gaming supply company's new corporate headquarters.



Imperial Palace will be renamed to The Quad Resort & Casino.
Brand transformation will begin on the property in November with the official conversion being completed by December 21.

congratulations

Caesars Entertainment received COLLOQUY's Master of Enterprise Loyalty Award, the only loyalty award determined by members of the loyalty industry, in recognition of its Total Rewards loyalty program.

Nevada Public Radio's *Desert Companion* magazine recognized 22 attorneys from the Las Vegas office of **Lionel Sawyer & Collins** as "Top Lawyers" in the 2012 list.

Desert Oasis European Auto Repair celebrates 10 years of quality service.

Nevada Press Association's 2012 "Better Newspaper Contest" awarded the *Las Vegas Review-Journal* first place for general excellence, community service and freedom of the press. The newspaper won for its five-day series on police shootings, titled "Deadly Force: When Las Vegas Police Shoot, and Kill."

GNC honored **truDerma**, the makers of the patent African Mango supplement, Mangodrin, with its GNC Rising Star Award.

The **National Atomic Testing Museum** officially has been named the 37th and newest National Museum. Senator Harry Reid recently bestowed the title to the Museum during a Nevada Day celebration.

announcements

Piercy, Bowler, Taylor & Kern, a full-service accounting firm, announced the addition of five new auditors to the firm. Josh Ahuna, Lauren Carpenter, Drew Ferguson, Scott Johnson and Cameron Romney all join the firm as audit associates.

Snell & Wilmer announced that Jacey Prupas, an associate in the firm's Reno office, has been appointed by the Nevada State Bar as a temporary member for the Commission on Judicial Selection.



City National Bank announces that Ron Spratt has been named the new branch manager of its Cheyenne branch office. He succeeds Cathy D'Andrea, who recently retired after 35 years in the banking industry.



Debra Solt has been named director of workforce training and economic development for Vegas PBS.

Merrill Lynch named Brooke R. Thompson the complex director for the Nevada Boise Complex based in Las Vegas.

The Equity Group announces the addition of Brian Fike to its brokerage division as a vice president with more than 30 years of commercial real estate experience in the Las Vegas market.



Dean Willmore, SIOR joins

Colliers International as a senior vice president in the company's industrial division.

Vanessa Ventura has been named the new vice president of ASAP Mail & Copy Services.

Furniture Market announces the hiring of Marcie Lema as the new assistant project manager.





Gordon Silver welcomed Mark Weisenmiller and Elias George to its Las Vegas office.



THE PLACE YOU NEED TO BE TO GET THE BUSINESS INFORMATION YOU NEED TO KNOW



do you blog?

The Chamber is looking for guest bloggers. Share your expertise with Chamber members!

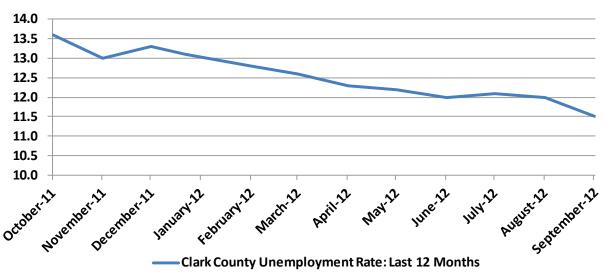
Submit your name and areas of expertise and subject matter to Greta Seidman gseidman@lvchamber.com for an opportunity to be featured on the Chamber blog.

Submissions are subject to approval, and not all submissions will be published. The Las Vegas Chambe of Commerce reserves the right to edit all materials submitted for publication.

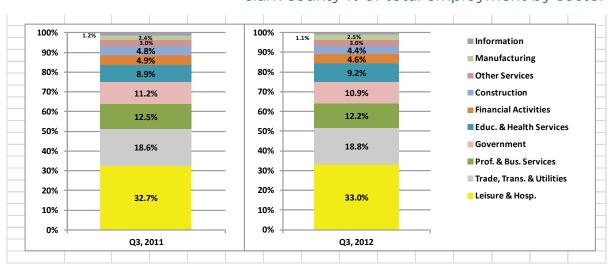
know the numbers

The Las Vegas metro area ended September with an unemployment rate of 11.5% (Nevada-11.2%). The September rate dropped from 12.3% in August and 14% in September 2011. The rate dropped largely because the metro area's job-base grew from August compared to September 2011, while the September labor force fell compared to both these months.

clark county unemployment rate: last 12 months october 2011 - september 2012



clark county % of total employment by sector



DATA PROVIDED BY RCG ECONOMICS FROM PUBLIC SOURCES.



The Chamber Office Depot Program savings are real. But don't just take our word for it!



"What I like most about the Chamber Office Depot Program are the discounts on color and black and white copies. The savings are a huge benefit for me as a small business owner and I also appreciate that the program provides special pricing on office supplies and many other things I need for my office. I save approximately 20% annually."

"This benefit alone more than covers the cost of my Chamber membership."

> Joanna Wares Las Vegas Mediation

Join Joanna and the 600 other Chamber Members saving with the Chamber Office Depot Program. Receive significant savings of up to 60% off a list of 175 most commonly purchased items. Most other items are discounted at least 5% over everyday low retail price. Save up to 70% off the retail price on your copy and print orders.

Please cut out this card and present it to a store associate to receive your Chamber pricing.

The Store Purchasing Card allows you to receive the Chamber discounted pricing in any of the Office Depot retail stores nationwide. You will receive the lowest price on every item whether from the Chamber discounted pricing or an in-store price.



Want to shop online and receive fast and free delivery on qualifying orders of \$50 or more? (See below for details.) Log onto www.saveatofficedepot.com/lasvegaschamber to create or request an online account!

The Store Purchasing Card is not a credit card. Office Depot coupons valid at retail stores and used with the card will provide a discount off the retail store price only. The cardholder will receive either its custom discounted pricing or the retail store price after discounts, whichever is lower. Please visit www.business.officedepot.com/tcspc for full terms and conditions.

Fast & Free Delivery. Minimum purchase required after discounts and before taxes. Orders in our local delivery areas of \$50 or more placed by 5:00 PM (in most locations) via phone or online or by 3:00 PM via fax, local time, will be delivered the next business day (between 8:30 AM and 5:00 PM). Otherwise, your order will incur a delivery of \$5.95. Some furniture, technology and special order items do not qualify. Other restrictions apply. See <u>business.OfficeDepot.com</u> or ask your account manager for details.

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CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com

PC - President's Club

EL - Executive Level

\$ - Chamber Member Discount



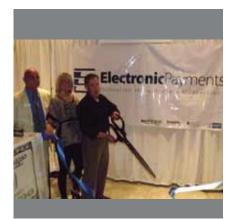
CREED & GILES, LTD

Creed & Giles, LTD celebrated its new partnership and location at 520 S. 7th St. Call 702.806.7777 or visit creedgiles.com.



EUROPEAN WAX CENTER-BOCA PARK

European Wax Center-Boca Park celebrated its grand opening at 750 S. Rampart Blvd. Call 702.998.4500 or visit waxcenter.com.



ELECTRONIC PAYMENTS, INC.

Electronic Payments, Inc. commemorated its grand opening as a proven leader in merchant services and the credit card processing industry. Call 702.400.8680 or visit elecpayments.com.



ROBERTO'S TACO SHOP

PC Another Roberto's Taco Shop, conveniently opened 24/7, celebrated its grand opening at 241 N. Nellis Blvd., Ste. 101. Call 702.437.1031 or visit robertostacoshop.com.



THELIVINGPAGES.COM

TheLivingPages.com launched TLP Business solutions at the Business Expo. Call 877.318.8618 or visit TheLivingPages.com.



QIRRASOUND™ TECHNOLOGIES LLC

PC QirraSound™ Technologies, LLC. commemorated its grand opening in Las Vegas. QirraSound™ Technologies, LLC is a revolutionary new system for increasing the total quality and experience of reproduced sound in pro audio and industrial applications. Call 702.589.7584 or visit qirrasound.com.



THE ANCESTOR DETECTOR

The Ancestor Detector commemorated its opening as a full-service genealogy research company, which is owned and operated by a professional genealogist. Call 800.355.8636 or visit ancestordetector.com.



PRINT IT

Print It, a custom screen printing company, celebrated its grand opening at Business Expo. Call 702.587.7702 or visit printitnycustomshirts.com.



DIP STICKS DESSERT POPS BAKERY

Dip Sticks Dessert Pops Bakery celebrated its grand opening and ribbon cutting at Business Expo. It is a dessert bakery located at 4500 E. Sunset Road, Ste. 14 in Henderson. Call 702.818.4442 or visit dipsticksbakery.com.



THC OF NEVADA

THC of Nevada celebrated its recent relocation at 6720 Placid St. as one of the largest home medical equipment and home infusion pharmacy providers in Las Vegas since 1997. Call 702.796.1016 or visit uhcnevada.com.



VIA BRASIL STEAKHOUSE

Via Brasil Steakhouse celebrated its Chamber membership as a family-owned and operated authentic Brazilian Steakhouse. It is located at 1225 S. Ft. Apache Rd. Call 702.804.1400 or visit viabrasilsteakhouse.com.



TERRY RITTER ART, LLC

Terry Ritter Art, LLC celebrated its mural installation at the new Terminal 3 of McCarran International Airport. Call 702.768.3670 or visit terryritterart.com.

32 BUSINESS VOICE NOVEMBER 2012 LAS VEGAS CHAMBER OF COMMERCE

CLOSE YOUR INBOX:

"NO EMAIL WEDNESDAYS" AT THE COSMOPOLITAN OF LAS VEGAS

s professionals in the hospitality industry, we know that engagement is critical for our guests' experience. This is true of any industry. Let's face it; the demands of everyday business can interfere with simple human interaction. From the moment today's professionals wake up in the morning to

the time they go to bed, email is a constant distraction removing us from basic human interaction.

As a hospitality industry veteran, Cindy O'Keefe, vice president of hotel operations for The Cosmopolitan of Las Vegas, realized that her day-today interaction with her staff and guests was affected by "managing from behind a screen."

> the demands of everyday business can interfere with simple human interaction

Too often, O'Keefe found herself overwhelmed by the flood of emails she received, many of which were unnecessary or could have been handled by a phone call or a quick stop by her office. She was determined to find a way to overcome the barrage of emails.

"That is where no e-mail Wednesday was born," says O'Keefe. "Collectively, our team takes one day a week to move away from email communication by making communication more personal."

The result would be two-fold: it would free up time for her and her staff to engage with guests and fellow "CoStars," while also cutting the number of emails that would find their way to her mailbox. Ultimately, it makes for a very productive day.

The process starts on Tuesday at 5 p.m., when O'Keefe's operations managers' mailboxes switch to an away message stating that they are participating in "No Email Wednesday" and listing their cell phone numbers. This enables them to concentrate on enhancing their intrapersonal communication within the community.



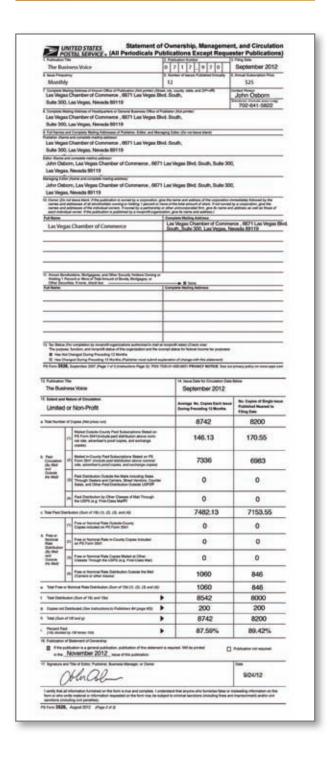
Everyone is available by phone and Cindy says you would be surprised how productive you can be by just picking up the telephone. "Communication that typically would take longer because you are waiting for an email response can be wrapped up much faster with just a quick phone call or face-toface conversation," she explains.

It is clearly working. Her staff has reported back that they enjoy not having to be tied to their inbox. It also gives them the opportunity to shift their priorities away from email to more personal interaction methods. In addition, she encourages her CoStars to engage in out-of-office Friday where staff get out from behind their desks and experience even more interaction and face-toface communication.

This methodology for encouraging more conversations and get-togethers can be implemented by any business of any size. Even if it is just for one day or one afternoon a week, implementing such a policy can foster a spirit of customer service, personal attention and positive community outlook and has the possibility of progressively impacting customer relations and giving a business an edge in customer care.

By Kim Anderson CoStar Manager, The Cosmopolitan of Las Vegas Commerce is proud to provide

marketplace





business $\bigvee \bigcirc |\bigcirc \bigcirc \bigcirc$

NEW OPPORTUNITIES TO PUT YOUR BUSINESS FRONT AND CENTER.

For advertising opportunities in the new

vegas young professionals

presenting sponsors





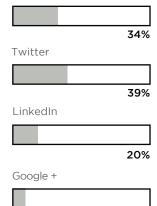


monthly poll

What is your favorite social media platform for work?

Facebook

Not a scientific poll



7%



t's time. You've started researching online trade show vendors for booth builders, and need to submit your RFP.
Whether it's your first time going through this process or if you've done this for a while, it can be a detailed process.

When you are getting started, here are some of the things you'll want to consider including in your RFP:

- Detailed company history
- Brand guidelines
- Mission statement or core values
- Size of your booth space
- The number of product or demo areas you'd like
- Any new products that your company will be launching at the show

Consider the flow of the booth space with your product placement, your budget for the booth build-out and show services.

The more information you can give, the better. When you have experienced designers working on your project for a show, the more information they have

translates into the more detailed of a design you will get in return.

In your RFP, you will want to have a deadline for each exhibit house to respond by (a specific date) to let you know they will be participating in the RFP. In that same area of the RFP, you should also include dates to receive your design and proposal and how you would like to receive it. It is important to consider giving a good amount of time to prepare a design; giving 2-3 weeks for completion is a fair amount of time to really dive into the design and prepare the proposal. It is also important to be available for questions that may arise on the contents of the RFP submission. Depending on how many suppliers you reach out to during this process, you may also give them a date they need to respond by with their questions. This would be around two to three days after they accept the opportunity to bid on your project. Not every request for design is detailed; some companies are much more casual when it comes to requesting designs and proposals.

All in all your trade shows are important to your company's marketing budget. No matter how you exhibit, you want to make sure you receive ROI. Yes, having a fancy booth might be good for your image, but make sure it is going to help you achieve your goals at the show. The most important part of your show is your product and selling it. Good luck at your next trade show!

By Melissa Skipworth, Sales & Marketing, Exhibit Fair International Inc. VYP is the largest Young Professionals Organization in Nevada. We are the ideal organization to make new business contacts, to gain a unique perspective on the Southern Nevada business community and to further your professional development. For more information visit VegasYP.com.



VYP Fusion Mixer at TPC Summerlin. VYP members mixed and mingled at the October Fusion Mixer, set against the luxurious backdrop of TPC Summerlin during the Justin Timberlake Shriners Hospitals for Children Open.



Business 101: How To Build Your Personal Brand. VYP and Leadership Las Vegas teamed up again to show attendees how to build their personal brands. Former Mayor Oscar Goodman, Alexia Vernon and Jasmine Freeman served as panelists for this session on positioning yourself for long-term success.

the final word





More than 100 million Americans shopped at small businesses last year on Small Business Saturday. The American Express-sponsored event exceeded its projection of 89 million shoppers and raised public awareness of local small businesses 65 percent. To download free marketing materials and see how your business can participate in Small Business Saturday on November 24, visit shopsmall.com.

add these to your queue

воок

THE EXPERIENCE ECONOMY B. JOSEPH PINE & IAMES GILL MODE

JAMES GILLMORE
The Experience Economy offers
a creative, highly original, and
yet eminently practical strategy
for companies to script and
stage the experiences that will
transform the value of what
they produce. (Amazon)
Michael Ruckmann, Senteo



CNET.COM

WEBSITE

Technology news, reviews and ratings. Carolina Davila, Stimulus Technologies



HE WEEK

The Week provides you with an effortless and enjoyable shortcut to keeping up with the most important news stories.

Jason Chan, CenturyLink



ONLINE COURSES FOR SMALL BUSINESS OWNERS

Las Vegas Chamber of Commerce Members Receive

10%0FF

Selected Courses **702.799.1010**

Sharpen Your Skills, or Learn New Ones

with our instructor-facilitated online courses.

Online Continuing Education courses run for six weeks (with a 10-day extension period available at the end). Courses are project-oriented and include lessons, quizzes, hands-on assignments, discussion areas, supplementary links and more. You can complete any course entirely from your home or office.

Any time of the day or night.

Marketing Your Business On the Internet

E-commerce expert helps you develop an Internet marketing plan for your business.

Creating a Successful Business Plan

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